

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Ravi Raj et al.

Application No.: 10/671,268

Confirmation No.: 6536

Filed: September 24, 2003

Art Unit: 3622

For: SYSTEM AND METHOD FOR MANAGING
AN ADVERTISING CAMPAIGN ON A
NETWORK

Examiner: N. Boveja

RESPONSE TO FINAL OFFICE ACTION

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Final Office Action dated November 23, 2010, rejecting Claims 1-30, please amend the above-identified U.S. patent application as follows:

A Listing of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 14 of this paper.